WHAT IS CLAIMED IS:

1. An information processing system comprising:

first input means for receiving via a network first information concerning program content from a first information processing apparatus possessed by a seller of the program content;

first recording means for recording the first information received by said first input means;

output means for outputting via said network the first information recorded by said first recording means to a second information processing apparatus possessed by a buyer of the program content;

second input means for receiving via said network second information concerning the purchase of rights of predetermined program content from said second information processing apparatus; and

assisting means for assisting the seller and the buyer of the program content to settle a purchase-and-sale contract concerning the rights of the predetermined program content based on the second information received by said second input means.

2. An information processing system according to claim 1, wherein said assisting means assists the formation of

data corresponding to a document concerning the purchase-and-sale contract for the rights of the predetermined program content between the seller and the buyer of the program content, and stores said data.

3. An information processing system according to claim 1, further comprising:

third input means for receiving via said network third information concerning a condition of the program content desired by the buyer from said second information processing apparatus; and

search means for searching for the first information recorded by said first recording means which matches the third information,

wherein said output means outputs the first information searched by said search means to said second information processing apparatus.

4. An information processing system according to claim 1, further comprising:

third input means for receiving via said network third information concerning the seller of the program content from said first information processing apparatus;

fourth input means for receiving via said network fourth information concerning the buyer of the program

content from said second information processing apparatus; and

second recording means for recording the third information received by said third input means and the fourth information received by said fourth input means.

5. An information processing system according to claim 1, wherein the rights of the program content to be sold and purchased between the seller and the buyer of the program content comprise at least part of broadcasting rights, licensing rights, and copyright, or all the rights concerning the program content.

6. An information processing method comprising:

a first input step of receiving via a network first information concerning program content from a first information processing apparatus possessed by a seller of the program content;

a recording step of recording the first information received in said first input step;

an output step of outputting via said network the first information recorded in said recording step to a second information processing apparatus possessed by a buyer of the program content;

a second input step of receiving via said network

second information concerning the purchase of rights of predetermined program content from said second information processing apparatus; and

an assisting step of assisting the seller and the buyer of the program content to settle a purchase-and-sale contract concerning the rights of the predetermined program content based on the second information received in said second input step.

7.   A transaction assisting method for assisting a transaction of content, comprising:

a receiving step of receiving content information concerning the content to be sold by a seller, and right information concerning rights of the content; and

an assisting step of assisting the transaction of the content generated between the seller and the buyer by attaching the right indicated by the right information to the content indicated by the content information so as to sell the content and the right to the seller.

8.   A transaction assisting method according to claim 7, wherein the right information concerning the right of the content comprises any one of broadcasting rights, licensing rights, and copyright of the content.

9.   An information processing method for use in an
information processing system which is connected to via a
network at least one first information processing apparatus
possessed by a seller of program content and to at least one
second information processing apparatus possessed by a buyer
of the program content, said information processing method
comprising:

an input step of receiving first information concerning
the program content from said first information processing
apparatus;

a registration step of registering the first
information received by said first input step;

a second input step of receiving second information
which specifies predetermined program content selected from
the program content registered in said registration step and
specifies the seller of the program content from said second
information processing apparatus;

a first generation step of generating a first web page
which is viewable by said second information processing
apparatus outputting the second information, and which
displays a message input from said first information
processing apparatus of the seller designated by the second
information, and which receives a message to be sent to the
seller;

a second generation step of generating a second web

page which is viewable by said first information processing apparatus of the seller designated by the second information, and which displays a message input from said second information processing apparatus outputting the second information, and which receives a message to be sent to the buyer;

a control step of controlling the posting of the first web page generated in said first generation step and the second web page generated in said second generation step on said network; and

an acquiring step of acquiring the messages input into the first web page or the second web page.

10. A transaction assisting method for assisting a transaction of content, comprising:

a first acquiring step of acquiring a request from a seller's site concerning the content possessed by a seller;

a second acquiring step of acquiring a request from a buyer's site concerning the content to be purchased by a buyer;

a transaction generation step of matching the request from the buyer acquired in said second acquiring step with the request from the seller acquired in said first acquiring step, and of generating the transaction of the matched content; and

a provision step of providing the seller and the buyer with a web site used for negotiating about a transaction condition of the matched content.

11.   A transaction assisting method for assisting a transaction of content, comprising:

a registration step of registering the content possessed by a seller in a server;

a selection step of selecting the content to be purchased by a buyer from the content registered in said server in said registration step; and

a provision step of providing the seller and the buyer with a web site used for negotiating about a transaction condition of the content selected in said selection step.

12.   A service providing method for providing services concerning a transaction of content, comprising:

a registration step of registering the content to be sold by a seller in a server in response to a request from a seller's site;

a selection step of selecting the content to be purchased by a buyer from the content registered in said server in response to a request from a buyer's site; and

a provision step of providing the seller and the buyer with a web site used for negotiating about a transaction

condition of the content selected in said selection step.

13. An information processing method for use in an information processing system which is connected to via a network at least one first information processing apparatus possessed by a seller of program content and to at least one second information processing apparatus possessed by a buyer of the program content, said information processing method comprising:

a first generation step of generating a plurality of first web pages which are viewable by said second information processing apparatus, and which displays information concerning purchase and sale of the program content, and which receives first information to be sent to a predetermined seller;

a second generation step of generating a plurality of second web pages which are viewable by said first information processing apparatus, and which displays information concerning the purchase and sale of the program content, and which receives second information to be sent to a predetermined buyer;

a control step of controlling the posting of the plurality of first web pages generated in said first generation step and the plurality of second web pages generated in said second generation step on said network;

a first acquiring step of acquiring the first

information input into the plurality of first web pages;

a second acquiring step of acquiring the second

information input into the plurality of second web pages;

a third generation step of generating, based on the

first information acquired in said first acquiring step, a

third web page which is viewable by said first information

processing apparatus of the predetermined seller, and which

displays the buyer who has input the first information and a

list of names of the program content corresponding to the

first information; and

a fourth generation step of generating, based on the

second information acquired in said second acquiring step, a

fourth web page which is viewable by said second information

processing apparatus of the predetermined buyer, and which

displays the seller who has input the second information and

a list of names of the program content corresponding to the

second information.

14.   An information processing method for use in an

information processing system which is connected to via a

network at least one first information processing apparatus

possessed by a seller of program content and to at least one

second information processing apparatus possessed by a buyer

of the program content, said information processing method

comprising:

an input/output control step of controlling an input and an output of information from and to said first information processing apparatus and said second information processing apparatus via said network;

a registration step of registering first information concerning the program content to be sold by the seller based on the information obtained by controlling the input from said first information processing apparatus in said input/output control step;

an inquiry provision step of providing an inquiry about the program content obtained by controlling the input from said second information processing apparatus in said input/output control step to said first information processing apparatus of the corresponding seller;

a negotiation assisting step of assisting negotiations for a purchase-and-sale contract of the program content based on the information obtained by controlling the input from said first information processing apparatus and said second information processing apparatus in said input/output controls step, and based on the first information registered in said registration step;

a quotation formation assisting step of assisting the formation of a quotation of the program content based on the information obtained by controlling the input from said

first information processing apparatus in said input/output

control step, and based on the first information registered

in said registration step; and

a purchase-order formation assisting step of assisting

the formation of a purchase order of the program content

based on the information obtained by controlling the input

from said second information processing apparatus in said

input/output control step, and based on the quotation formed

by the assistance in said quotation formation assisting step.

15. An information processing method according to

claim 14, further comprising:

a first recording control step of controlling the

recording of the inquiry about the program content provided

in said inquiry provision step;

a second recording control step of controlling the

recording of information about the negotiations for the

purchase-and-sale contract conducted by the assistance in

said negotiation assisting step;

a third recording control step of controlling the

recording of the quotation formed by the assistance in said

quotation formation assisting step; and

a fourth recording control step of controlling the

recording of the purchase order formed by the assistance in

said purchase-order formation assisting step.